



County of Los Angeles CHIEF EXECUTIVE OFFICE

Kenneth Hahn Hall of Administration
500 West Temple Street, Room 713, Los Angeles, California 90012
(213) 974-1101
<http://ceo.lacounty.gov>

WILLIAM T FUJIOKA
Chief Executive Officer

September 10, 2008

Board of Supervisors
GLORIA MOLINA
First District

YVONNE B. BURKE
Second District

ZEV YAROSLAVSKY
Third District

DON KNABE
Fourth District

MICHAEL D. ANTONOVICH
Fifth District

To: Supervisor Yvonne B. Burke, Chair
Supervisor Gloria Molina
Supervisor Zev Yaroslavsky
Supervisor Don Knabe
Supervisor Michael D. Antonovich

From: William T Fujioka
Chief Executive Officer

A handwritten signature in black ink, appearing to read "W. T. Fujioka", is written over the printed name of the Chief Executive Officer.

"DRIVE SMARTER CHALLENGE" AND "ENERGY STAR" CAMPAIGNS

On August 12, 2008, on motion of Board Chair Yvonne B. Burke, your Board directed the Chief Executive Officer (including the Public Information Officer and Office of Workplace Programs), in coordination with the Countywide Energy and Environmental Policy Team (Team) to take appropriate steps to ensure County employee participation in a nationwide effort to promote fuel efficiency and reduce energy use. The Department of Regional Planning, a member of the Team, has been a very active partner in this planning effort.

Through their Green Government Initiative, the National Association of Counties (NACo) has developed comprehensive resources for local governments on all things green, including energy, air quality, transportation, water quality, land use, purchasing and recycling. This year, NACo's Green Government Initiative is highlighted by their "Drive Smarter Challenge" and "Change the World, Start with Energy Star" campaigns. The County of Los Angeles is a member of NACo and thus a participant in the two energy awareness campaigns, which also encompass a competition among member counties.

This memorandum outlines the mission of the two nationwide campaigns and the County activities we have planned to engage employees in these worthwhile projects.

"To Enrich Lives Through Effective And Caring Service"

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Drive Smarter Challenge

The mission of this campaign is fuel efficiency and a reduction in the use of vehicle miles traveled. This campaign is supported by a collaboration of government agencies, consumer groups, non-profit organizations, and trade associations. NACo has spearheaded creation of a Website, www.drivesmarterchallenge.org, where employees may calculate exact savings in dollars, gallons of gasoline, and metric tons of CO² (carbon dioxide).

The user-friendly Website includes driving and vehicle maintenance tips. Individuals who take the challenge will be directed to enter certain basic vehicle data (make/model/year/number of cylinders) and pledge to take measurable fuel-efficiency actions.

We are using this information to develop a bookmark that will be distributed to County employees. In addition to the Drive Smarter Challenge Website address, these bookmarks will provide fuel-efficiency tips to help individuals lower their gasoline use and costs. Driving tips includes choosing the right vehicle, avoiding road rage situations, decreasing speed and removing unnecessary weight from the trunk. To maintain vehicles properly, individuals are asked to inflate the tires to the proper pressure, check and replace air filters regularly, select the right oil and schedule regular tune-ups.

Change the World, Start With Energy Star

This campaign encourages individuals to make energy-efficient choices at home and work to reduce energy usage and also generate cost savings. The Website, www.greencounties.org/changetheworld, contains four categories of practical tips: heating, lighting and electronics, water heating and transportation. The Website notes that home heating accounts for nearly half of a household's energy costs during the winter and that nearly 20 percent of residential electricity costs can be easily controlled. Website visitors will be able to pledge to a list of energy savings actions, from purchasing energy-efficient appliances to properly programming their thermostats.

County Promotions

Representatives of my Office met recently with Department of Regional Planning staff to review information about the campaigns, and to discuss promotional outreaches to the County employee population. Staff specifically looked at cost-effective ways to raise

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employee awareness of the campaigns and the Websites. Extra attention was devoted to devising promotional activities that would not negatively impact employee attendance and productivity.

As a result of the discussions, this Office will assume the lead in developing flyers, posters and a bookmark promoting Smart Driving and Energy Saving tips. These items will be sent electronically to departments for posting on bulletin boards and distribution to employees. We also plan to send County employees an e-mail blast in September, October and November reminding them of the campaigns and how to participate.

Finally, this Office will send a reminder memorandum to County departments in late October advising them of the November deadline for employees to participate in the online campaigns. We have also arranged with the Auditor-Controller to print a "Drive Smart, Save Energy" message on October 30 employee paycheck stubs. Please let me know if you need additional information, or your staff may contact Victoria Pipkin-Lane, CEO Workplace Programs, at (213) 974-2495 or vpipkin@ceo.lacounty.gov, or Adrienne Ng, Department of Regional Planning, at (213) 974-6432 or ang@planning.lacounty.gov.

WTF:ES:MKZ
VPL:acn

c: All Department Heads